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WHAT AND WHEN TO PLANT



*Roses of
Spring 1938*



*Howard
and
Smith*

•

MONTEBELLO,
CALIF.

WILL ROGERS ROSE **Memorialized** **By ARTHUR P. HOWARD** **OF HOWARD & SMITH**

On August 15, 1935, Will Rogers cleared the last barrier. He changed horses and rode west through a gap in the fence where the bars were down, heading out over illimitable prairies aflame with flowers and fresh with grass. He rode the day through, pulling up at the home ranch with dusk and the stars. That night, from the stars, those friendly lamps of the sky range, came the word—"There is lots to do. When you come up, you'll like it here. Everything's beautiful and the going is not quite so rough."

Dawn's earliest rays had scarcely chased away the lazy night mists from their cradles in the hollows of the hills before the world had answered with a wave of rising incense kindled in the heart of morning's sweetest rose.

Throughout the day sable crimson petals folded slowly back, submissive to the August sun. Gentle warmth vaporized the liquid fragrance in the cup, causing it to rise in perfume like scent ascending from the earth when passing showers lay the summer's dust.

Gazing into the fire of this crimson rose, the senses become lost in reverie and memory retrieves from the films of the past clean pictures of the rugged West: gnarled sage brush wrestling with the scurrying wind and fighting back the scalding sand blasts of the dunes, rolling tumbleweeds like careening ships steering their crazy course across the flats, purple hills with groves of golden cottonwoods and mottled cattle all-about.

Among these pictures always comes the rider on his horse.

From the screen of the mind these scenes slowly flicker out. Save one—the man astride the horse rides on to vanish finally in the ashes of the rose. And even then, fragrant thoughts of him keep sifting through the smolder.

With the sanction of his family, and in memory of the man who rode West, we named the crimson rose that bloomed that morning "Will Rogers."



For the Home and Garden

CHOICE HOWARD & SMITH ROSES

FOR THE SEASON OF 1938

At no time since the inception of our firm—a period covering a span of nearly 40 years—have we had the pleasure to present for your consideration such a galaxy of sensational new H & S hybrid seedling Roses as those to which we now direct your attention. In addition to these, we include a list of the best standard varieties, both in bush and tree types.

IMPORTANT NOTE: The planting season for Roses during which they can be handled in dormant or bare root condition begins about December 15th and ends April 1st. During this period the plants are available for distant shipment at a minimum cost.

In cold sections of the country the planting season is in later spring. All orders for Roses in such sections will be held by us until proper time in cold storage and shipped at a date to conform with proper time of planting.

Place your order early and designate whether or not we may substitute if sold out of a particular variety.

Will Rogers

(Illustrated on cover)

(Plant Patent No. 256)

Last season we had the pleasure of introducing to the American public, or for that matter the world, a new Rose named as per the caption of this paragraph.

The number of plants we distributed was constricted to a meager supply with the result that hundreds of applicants for the plants were disappointed in not being able to obtain one. This season we have grown a much larger quantity but if we may judge from advance orders our stock for this season will be exhausted long before the Rose planting season reaches its zenith.

Now then as to the Rose itself, what is there about it that's different, what are its qualifications as to vigor, productivity of bloom and continuity thereof, its immunity to mildew, and other factors necessary to a perfect type of Rose—the answer is simple and here it is. Those who were fortunate enough to have had the advantage of trying it have been unanimous in extolling its beauty, its super-fragrance, which no other rose equals, its lovely form, and its unsurpassed color in the realm of red roses.

In short it's a rose which has received the stamp of public approval and it has certainly been gratifying to us to know that the right accorded us to utilize the name "Will Rogers" as applied to a beautiful flower has not been misplaced. We personally regard "Will Rogers" as our outstanding achievement in Rose breeding, this with full consideration of the many others which have been disseminated by the firm of Howard and Smith.

Its Color—

A black velvety crimson-maroon, which holds its color till the last petal falls.

Its Fragrance—

So intense that a vase of flowers will scent a whole room with an "Attar of Roses" fragrance.

Its Growth—

Strong and vigorous, with dark green foliage that is retained throughout the season.

Its Form—

The color plate faithfully depicts its form and approximate size. The blooms are quite double, with a beautifully ruffled petal arrangement in the open flower.

It's Everblooming—

Marvellously free in blooming qualities, bearing lavish quantities of flowers from April to the advent of following winter frosts.—an ideal cut flower rose, each blossom on a strong, lusty stem.

Its Keeping Qualities—

This rose, cut in early morning and placed in water, will keep in fine condition for five or six days, and will continue during this period to dispel its most delightful fragrance. Something you will enjoy.

Its Destiny—

A rose that will serve in the sense of its own expressed beauty and appeal to fitly commemorate the name of the man in whose honor it was named.

Price \$1.00 each—

Postpaid anywhere in the U.S.A. No reduction in quantities.

FAMOUS CALIFORNIA ROSES

The following Roses are all exclusive Howard & Smith originations. They are our contribution to the Rose world. They are Roses which will grace any garden. Many of our older introductions have become world-famous; we are certain the newer ones will help to sustain the enviable reputation we have gained as Rose Hybridists.

Mrs. Georgia Chobe (H & S 1937)

A Rose of glorious size and absolutely perfect form. Imagine a superb Dame Edith Helen in a lovely shade of soft, light pink, with a vigor of growth and bloom production 40 per cent better than the latter, and you have it.

This is a Rose for every garden.

\$1.00 each

Sungold (H & S 1937)

One of the most valuable qualifications in a Rose is value for cut-flower purposes. In this superb new yellow this factor is manifest in superlative degree. The stems are slender but rigid. The bud is ideal in form, long and pointed; the open flower of splendid form with a rich, spicy perfume.

The color, a heart of rich chrome-yellow, shading cream at outer edges of the petal.

\$1.00 each

***Contrast** (H & S 1937)

(Patent pending)

A superb bicolor Rose, exquisite in bud or expanded; in color unlike any Rose grown. Upper surface of petals fine vermillion scarlet, reverse or under side bronze with old gold shadings at the base.

A truly sensational color, with buds and bloom of ideal form produced in endless quantity on strong, vigorous plants. A glorious Rose for cutting purposes. Just try it.

\$1.00 each

***Crown of Jewels** (H & S 1935)

(Plant patent No. 149)

We have no hesitancy in stating that this is the finest bedding Rose in existence. It should be planted in beds or borders by itself for best effect, and will produce a mass of glorious color for fully ten months of the year.

Plants almost thornless, uniformly some three feet high. Blossoms as perfect and of the same size as a camellia. Color a lovely shade of deep coral Rose. Of exquisite effect as a cut flower, its brilliancy under artificial light cannot be excelled.

We recommend this Rose for bedding or row planting along drives, etc., where a constant display of color is required. It's as free in bloom as a Geranium.

\$1.00 each

Mrs. Lovell Swisher (H & S 1924)

Long pointed buds, fully double flowers, sweetly scented, very prolific bloomer.

The color, deep coppery salmon at base, merging to salmon-pink at edge of petals.

50c each

***President Boone** (H & S 1936)

(Patent pending)

In our hybridizing effects to obtain a race of red Roses which do not blue, this glorious variety is a distinct step forward. It is a Rose of tremendous vigor, equal to Radiance in this respect. It bears lavish quantities of flowers of phenomenal size and substance. In color pure, rich crimson scarlet, very double, delightfully fragrant, perfect in any stage of development. Might aptly be referred to as Crimson Radiance.

\$1.00 each

***Carrie Jacobs Bond** (H & S 1936)

(Plant Patent No. 158)

One of our leading novelties for the 1934 season and one which, if we may judge by the voluntary testimonials received from all parts of the U.S.A., is destined to find its way into Rose gardens everywhere. The characteristics of this are as follows: Growth very vigorous, absolutely upright; splendid foliage, long pointed buds, a full double flower of exquisite petal arrangement, both bud and bloom a lovely shade of coral-rose.

\$1.00 each

***Springtime** (H & S 1936—Plant Patent)

Among the large number of Polyantha or Baby Roses in cultivation we venture to say that for sheer beauty there are but few to equal the aesthetic loveliness of this truly beautiful Rose. Flowers are about two inches in diameter, borne in dense heads just over-topping a mound of healthy bright green foliage. The color is a sparkling light rose-pink of pure and even tone. A mass of color from spring to the advent of winter frosts. We regard this rose as one of our greatest achievements in rose breeding.

\$1.00 each

Pink Dawn (H & S 1935)

An outstanding novelty in an entrancing shade of salmon-rose, with a commingling of bronze and gold at the base of the petals. This Rose has been well received. Reports from the East, from England and Germany and Australia lead us to believe it is another H & S Rose that will prove a worthy addition to any garden.

\$1.00 each

Mrs. E. P. Thom (H & S 1924)

Rich buttery yellow which does not fade, bloom with good lasting quality.

In the Eastern states it is conceded to be the best garden yellow to date.

50c each

Two Superb Climbers

***Mrs. Paul J. Howard** (H & S 1937)

(Patent pending)

We have no hesitancy in stating that we consider this the peer of any red climbing Rose in cultivation. Its points are these: A very vigorous grower, a bud of perfect formation—long and pointed—a giant full double flower, fine rich crimson in color, with a delicious fragrance.

Our confidence in this novelty is such that after it blooms, if you do not like it, return the plant to us and we will replace it with any other climber in our collection free of cost to you.

\$1.50 each

***Indian Summer** (H & S 1937)

(Patent pending)

The most sensational Climbing Rose of the decade.

While Climbing Roses are legion, the majority of them are sports from ordinary bush types and in general have the same defects as the parent from which they sprung. Our new Rose Indian Summer is a line bred seedling, so distinct and beautiful that we venture the prediction, when once known, there will be a universal demand for it.

Its color is unlike any other climber in existence. The name is suggestive—wonderful shades of copper, old rose, strawberry pink, burnished old gold, etc., are manifest in this rose in the progressive developing stages of the blooms. Buds of exquisite formation. Open flowers crinkled and ruffled. Foliage like leather, absolutely mildew-proof. In addition, a continuous bloomer and a rank grower. A Climbing Rose for the million.

\$1.50 each

Fluffy Ruffles (H & S 1935)

Belongs to the same class of hybrids as Crown of Jewels. A cross between a Polyantha type and one of the hybrid-Teas. This Rose is outstanding for border planting in the Rose garden. Produces a mass of lovely soft, silvery pink semi-double blossoms, displayed in compact trusses. Try this Rose as a border plant to your beds of tall hybrid-Teas and note the effect.

75c each

Los Angeles (H & S 1916)

Too well-known to need any description. Color, flame-pink toned with luminous coral and gold.

50c each



Crimson Glory

Sylvia Groen (Novelty of 1938)

A grand sport from the well known President Hoover, originating at the nurseries of Mr. C. Groen of Montebello and named by him in honor of his daughter. We have observed this rose both under glass and in field trials at our nurseries during the past two years and unhesitatingly recommend it as one of the finest sport novelties of recent years. Identical with President Hoover save color, which is pure salmon rose.

\$1.50 each

***Sterling** (Plant patent No. 21)

We have tested this new variety out in field culture during the past two years, and find that it is a very free blooming rose pink variety particularly good for cutting. Exceedingly fragrant, with long stemmed blooms beautiful either in bud or when fully developed.

\$1.25 each

***Glowing Sunset** (Plant patent 104)

Yellow and pink, the color is an indescribable combination of orange-yellow and rose-pink. Long pointed blooms open to full, double flowers with the inner petals lengthened and twisted in the bizarre manner of a choice Cactus dahlia.

\$1.25 each

Mme. Joseph Perraud

Winner of the Bagatelle Gold Medal at Paris 1934, and well worthy of the distinction given. Color intense deep orange. Bud long and pointed opening to full perfectly formed blooms. A grand variety.

\$1.00 each

Maurice

We regard this lovely rose as an improvement on Mrs. Sam McGredy. Bud, open bloom, and fully developed flower are almost identical but the color is a much deeper shade of copper-orange and the red shadings on the exterior of the petals more vivid.

\$1.00 each

CHOICE VARIETIES

***Crimson Glory**

(Plant patent 105)

Deep crimson. A beautifully modeled rose. It is a vigorous grower, producing an abundance of superb blooms. They are immense in the fall. Its large buds are of typical urn-shape. They open into full, well-formed, delightfully fragrant blooms of a deep vivid crimson, shaded ox-blood and finished with a velvety sheen.

\$1.25 each

Hinrich Gaede

Multicolored. Long-pointed, shapely bud of nasturtium red color. Kaleidoscopic colors — rich luminous vermilion, shaded golden yellow. Fruity fragrance.

\$1.00 each

Sir Henry Segrave

A big double lemon-yellow with splendid long pointed buds. We regard this as one of the outstanding yellows in the light colored section. You cannot go wrong in selecting this variety; we have given it thorough trial.

75c each

Heinrich Wendland

The color ensemble to be noted in this lovely new rose is most unusual . . . a rich unfading nasturtium red with the reverse of the petals rich buttery-yellow . . . vigorous in growth . . . intensely fragrant . . . beautifully foliated.

75c each

Golden Rapture

A splendid new yellow rose of upright growth. Pure yellow buds. Beautiful large double flowers which last without fading. A splendid variety for cutting and bedding.

75c each

Feu Joseph Looymans

Remarkable for its long pointed bud of brilliant Indian yellow and the large, double, cupped, very fragrant flower. Vigorous, and a continuous bloomer.

75c each

Malar Ros (Kordes, 1932)

A new German Rose with large, pointed, oval-shaped buds carried on rigid stems. The large, rich crimson flowers are fully double. They are remarkably sweet-scented . . . the intense old Rose perfume.

75c each

Etoile De Hollande

The most popular red garden Rose. A brilliant crimson-red, a strong vigorous grower and a free and continuous bloomer; flower large, moderately double.

75c each

Ville De Paris

A distinct rich buttercup yellow without a trace of any other color. It retains its richness under all weather conditions. An ideal Rose for cutting purposes, with long pointed buds, good stems; an upright tall grower and a profuse bloomer.

75c each

Improved Lafayette

This is the most profuse flowering Rose we know. It is of strong habit producing continuously from early spring until frost a great mass of medium-sized flowers. The color is a deep glowing red freely suffused with vivid crimson. The strong, upright bushes covered with masses of flower trusses make it ideal for massing and garden effect.

75c each

Mme. Jules Guerin

A beautiful rose with truly enormous blooms of pale yellow, perfect during every stage of its development. A first class exhibition rose of exceptional beauty.

75c each

Condesa De Sastago

Might be regarded as an improved Talisman, with about the same color values, only in greatly accentuated color tones. Upper portion of petals intense vermilion-scarlet, reverse side rich golden-yellow. A Rose of startling color effect. A good grower, a free bloomer, and deliciously fragrant.

75c each

Cynthia

The attractive buds develop into splendid full flowers of a rich Oriental rose color. Its free flowering habit and attractive color make it very desirable.

75c each

Lady Forteviot

One of the most artistic of bi-colored Roses. Flowers more or less semi-double. Color bright yellow flushed with cardinal red. Fine foliage. Exceedingly vigorous growth. A hardy, continuous bloomer.

75c each

Edouard Schill (Kordes, 1931)

Large ovoid buds and very large, full double flowers. The color as the buds first unfold is rich coral scarlet overlying a deep old gold ground. As they develop they pass to pretty coral rose with satiny golden suffusion. An effective desirable Rose.

75c each

Lulu

A lovely semi-double Rose in an entrancing shade of pure, golden apricot. Buds of model form, unequalled for cutting. It's a gem for cut-flower purposes.

75c each

Gipsy Lass

A splendid novelty among the crimson Roses with exquisitely shaped, rich scarlet-crimson flowers with maroon shading. A strong, vigorous grower. Splendid for cutting.

75c each

GENERAL SELECTION

All 50c each, \$4.50 for 10 (your selection)

Autumn

A beautiful and intense shade of deep burnt-orange, overlaid in the exterior portion of the petals with ruddy scarlet and crimson. There are few Roses with better foliage. Fragrance, fair.

Caledonia

This is a splendidly formed pure white. Large, long, pointed, conical buds with the edges of the outer petals gracefully rolled back, and flowers of admirable size, full double, high-centered and carried singly on long, strong stems.

Dainty Bess

A daintily-colored, well-formed single flower of medium size composed of delicately crinkled and wavy petals, a pleasing shade of shell-pink, with a conspicuous bunch of crimson stamens. Strong and vigorous in growth and a prolific bloomer, producing the blossoms on strong branching stems.

Dame Edith Helen

Pure, glowing rose-pink, soft yet brilliant, with no other shade. A magnificent variety that stands out alone in almost any company. Buds are perfect and flowers represent one of the highest standards thus far attained in exhibition blooms, being of impressive size, quite full, and produced singly on well-foliaged, strong canes. Strongly sweet-scented.

E. G. Hill

A standard red Rose of undoubted great value which has gained immense popularity. Flowers are a dazzling scarlet turning to a deeper pure red as they develop. A distinct orange glow at the base of the petals adds to their beauty. The buds are long and finely formed and the blossoms full double, high-centered, of good size and fragrant.

Golden Dawn

An ideal yellow garden Rose. The ovoid, lemon yellow bud is heavily splashed with crimson before opening and develops into a well-formed, sweetly-scented, large, double, sunflower yellow flower that reminds one of the old favorite Marechal Niel. Strong, vigorous, and free flowering.

Hadley

Dazzling crimson-scarlet with shadings velvety-crimson. Large, full flowers of rich fragrance borne on long stems. Vigorous habit, dark foliage, and a liberal bloomer.

Hoosier Beauty

Glowing crimson with darker shadings—a deep, velvety tone of red suggestive of the old variety Black Prince. Large, full flowers, superbly formed and carried on extra-long stems. One of its outstanding qualities is a rich fragrance so powerful that few other Roses exceed it. Hoosier Beauty ranks with the best reds in existence.

Isobel

A lovely single-flowered variety. Flowers are carmine flushed with orange-scarlet gradually passing to pink, about 4½ inches across, fragrant, and freely produced.

J. Otto Thilow

A rich glowing rose-pink of exceptional merit with long pointed buds. As the flowers expand the petals reflex forming a beautiful large double high-centered flower.

Joanna Hill

A splendid clear yellow with golden heart. The very large, long-pointed bud opening to a large, full, semi-double, attractive, long-lasting, moderately fragrant flower. A vigorous and profuse bloomer.

Lady Margaret Stewart

Opening buds deep sunflower yellow, heavily veined and splashed with shades of orange-scarlet. The shades of orange to be noticed in this particular variety are of intense effect. Bud long and pointed. Flowers full double of pleasing decorative form and deliciously sweet scented.

Louise C. Breslau

Although a rose introduced several years ago this variety still holds its own as one of the best of all copper-pink colored roses in cultivation, buds medium length open flowers full and of giant size. Foliage bright glossy green mildew proof.

Lucie Marie

Long pointed buds, deep yellow in color, with splashings of red. Fully opened flowers slightly tinged with pink. One of the most remarkable growers in our entire collection and equally as free in production of bloom as it is vigorous.

Margaret McGredy

Stands out as a startling solitaire in a setting of good Roses by virtue of magnificent coloring, large size, beautiful form and superior qualities generally. The flowers, extremely double, high-centered and lasting over a long period, are a glorious shade of orange-scarlet that does not fade even to the drop of the last petal.

Miss Rowena Thom (H & S)

Maintains an unbroken succession of long and pointed buds and glorious open flowers throughout the entire season. The blossoms are large, perfectly double, intensely fragrant, and colored a matchless oriental-rose, shading lighter outward. Reverse of petals in opening is overlaid with golden-bronze which adds to the brilliancy of the coloring throughout.

Mrs. G. A. Van Rossem

A riot of color in shades of vivid orange, apricot and golden-yellow, with occasional touches of bronze on the reverse side of the petals.

Ophelia

Always admired for its long, pointed, shapely buds and its fair sized double, lasting, fragrant flowers. Salmon flesh shaded light yellow at the base of the center petals.

President Herbert Hoover

A dazzling color symposium—cerise-pink, flame, carlet and yellow. Magnificent long-pointed buds open to large flowers of fine form with broad, thick, heavy petals and exquisite fragrance, borne singly on splendid long stems — gorgeous cut subjects. Clothed in leathery, disease-resistant foliage.

Radiance

Deep, rich rose-pink. Buds long and pointed and flowers of enormous size and rich fragrance produced in great quantities on perfect stems. Blooms under adverse weather conditions, the blossoms last well on or off the bush, and are prime favorites for cutting.

Red Radiance

A grand bedding Rose. The color is a bright, delightful cerise-red, glowing in daylight and a fine shade for night decoration under artificial illumination. Has the sweet perfume and all other good traits of its pink parent, Radiance, from which it differs only in color.

Talisman

Shadings of gold, apricot, yellow, coral-pink, old-rose and orange, a combination that produces an effect seen in no other Rose. Buds are long and perfectly-formed and the blossoms full, double, high-centered and shapely, with fairly-large and heavy petals. Growth of the plant is strong and vigorous, with abundant glossy-green foliage.



Easlea's Golden Rambler

CLIMBING ROSES

(See Page 3 for
Mrs. Paul J. Howard
and
Indian Summer)

★Easlea's Golden Rambler

Plant Patent 114. Midseason. Yellow. Large, full flowers, long-lasting and intensely fragrant. The buds are lemon-chrome, washed with maddery orange, passing to deep canary-yellow when the blooms open. **\$1.00 each**

Cl. Louise Catherine Breslau

Copper pink. Climbing sport of bush rose described on Page 5. **\$1.00 each**

Cl. Dame Edith Helen

Same rich pink blooms as bush rose (Page 5.) **75c each**

Miss Marion Manifold

An Australian climber of good habit carrying large crimson-scarlet blooms of fairly-full petalage and refined form, lightly scented. **75c each**

Cl. Mrs. Lovell Swisher

Salmon pink. The climbing form of this Howard and Smith rose. (Page 3) **75c each**

Billy Boiler

A grand Australian novelty Rose of dazzling red that makes a striking display and is sure to hold first rank among the climbers. It makes strong upright shoots of good length that are always literally crowded with buds and semi-double open flowers of dashing color. **75c each**

Phyllis Bide

Blossoms are small, exquisite form in bud, and open with gracefully-reflexed petals. Dainty and sweet and produced in long, loose sprays. Pale gold at the base, flushed and shaded a lovely carmine-pink toward the edges. Vigorous habit, slender growth, handsome, mildew-proof foliage. **75c each**

Mermaid

A lovely hybrid of Rosa Bracteata. Flowers equivalent in form to the common Cherokee, only of much larger size. In color, pure sulphur yellow, with highly contrasting, deep amber-colored stamens at the center of the flowers. As a Rose for trellises this lovely variety is sure to be in strong demand. **75c each**

Cl. Edith Nellie Perkins

Cerise pink and gold. Climbing form of bush rose. (Page 5) **75c each**

Cl. Mrs. E. P. Thom

The climbing form of this fine butter yellow Howard & Smith rose. (Page 3) **75c each**

Thelma

Color is a soft coral-pink, very pretty and unusual in a climber, and not affected by rain or sun. As the trusses of bloom age a slight crimson suffusion comes over the petals, enhancing the beauty of the masses. Flowers are semi-double, larger than those of most of its class, and decorative, without scent. **75c each**

Black Boy

Large semi-double flower of deep, velvety-crimson, shaded blackish-maroon, and over-laying fiery scarlet—an exceedingly-dark Rose of superlative beauty. Blooms are borne on long, stiff stems and sweetly scented. **75c each**

Climbing Golden Emblem

A vigorous climbing sport of Golden Emblem with the same bright-green foliage, glossy, leathery, and mildew-proof, and abundance of bloom throughout the season. Sweet fruit-scented flowers, rich golden-yellow with carmine shading, borne on long, strong stems. **75c each**

Madame Gregoire Staechelin

Has perfect long-pointed buds, which are crimson as the sepals first divide. With the opening of the flowers the firm outer petals show splashes of carmine, with an iridescent pearl-pink inside, the whole effect of striking beauty. The blossoms are richly perfumed. **75c each**

Ednah Thomas

Large, brilliant, double cutting Rose. Salmon-Rose bloom of fine form with considerable orange in its color. Perfumed. Good stems. Strong, climbing growth and a continuous bloomer, with fair foliage well held in long season. **75c each**

Cl. Etoile de Hollande

A climbing form of this most popular rose with beautiful, well formed, red blooms. (Page 4) **75c each**

Bonfire

A rich cherry-crimson with a touch of scarlet that suggests a blazing vine at first glance. A climber of unusual vigor with bright foliage that enhances the charm of its dazzling double flowers, which are produced in clusters of 20 to 25. **75c each**

BELLE OF PORTUGAL. A Rose of regal beauty in a true pastel shade—soft salmon-pink of exquisite daintiness. The flowers are very large, borne singly on long stems, and in the spring, its principal blooming period, the plants are literally covered with blossoms. **50c each**

CLIMBING CECILE BRUNNER. Climbing form of the exceedingly popular Polyantha Rose of the same name, bearing lovely buds and immense clusters of dainty double flowers of perfect shape and delicious perfume. Often termed the Sweetheart Rose. **50c each**

PAUL'S SCARLET CLIMBER. Vivid scarlet, shaded bright crimson. Flowers of medium size, semi-double. Produced in very large clusters of from five to twenty blooms on strong, much branched canes. **50c each**

JACOTTE. A deep orange-yellow tinted coppery-red. Good sized, semi-double, very lasting flowers with moderate fragrance. **50c each**

CLIMBING LOS ANGELES. Beautiful sweet-scented flowers of a luminous flame pink with golden coral suffusion. (Page 3) **50c each**

CLIMBING HOOSIER BEAUTY. Glowing crimson with darker shadings. A climbing form of the bush rose. (Page 5) **50c each**

CLIMBING KAISERIN AUGUSTA VICTORIA. White. A climbing form of the bush rose. **50c each**

CLIMBING LAFAYETTE. Glowing red. A climbing form of the bush rose. (Page 4) **50c each**

CLIMBING ROSE MARIE. Large pink blossoms, long stems, born freely. A climbing form of this well known bush rose. **50c each**

CLIMBING RED RADIANCE. A climbing form of the bush rose. (Page 5) **50c each**

TREE ROSES

Our stock of Tree Roses have very well branched heads, clean and straight stems. Only those varieties which are suitable for this purpose have been included. 36" and 42" stems.

***Will Rogers** (Plant Patent No. 256)

This glorious variety (illustrated on cover) makes a fine, compact head which is always in bloom. \$3.50 each, any quantity.

The Doctor (H & S 1936)

A beautiful glowing rosy pink with satiny pink edges. Has broad petals that form graceful buds and open blooms. One of the finest of recent introductions. A delightfully fruity scent. \$3.50 each, any quantity.

New and Standard Varieties \$2.00 each,

MRS. LOVELL SWISHER. (H & S 1924)
Salmon pink. (see Page 3)

PINK RADIANCE. Pink. (See Page 5)

GYPSY LASS. Dark Red. (See Page 4)

MRS. MABEL V. SOCHA. (H & S 1936).
A fine lemon yellow rose, free blooming.

RED RADIANCE. Rosy red. (See Page 5)

LULU. Apricot. (See Page 5)

MRS. E. P. THOM. (H & S 1924). Yel-
low. (See Page 3)

MRS. SAM MCGREDY. Salmon. (See Page
4)

HADLEY. Crimson. (See Page 5)

KAISERIN AUGUSTA VIKTORIA. White.

E. G. HILL. Scarlet. (See Page 5)

LADY FORTEVIOT. Orange. (See Page 4)

ETOILE DE HOLLANDE. Velvety red. (See
Page 4)

MME. JULES BOUCHE. White.

SPRINGTIME. (H & S 1936). Rose pink.
(See Page 3)

MARGARET MCGREDY. Orange scarlet.
(See Page 5)

HINRICH GAEDE. Copper and scarlet.
(See Page 4)

VILLE DE PARIS. Clear yellow. (See
Page 4)

TALISMAN. Orange rose. (See Page 5)

PRESIDENT HOOVER. Cerise and scarlet.
(See Page 5)

LUCIE MARIE. Yellow and red. (See
Page 5)

AUTUMN. Burnt orange. (See Page 5)

CONDESA DE SASTAGO. Yellow and scar-
let. (See Page 4)

SIR HENRY SEGRAVE. Lemon yellow.
(See Page 4)

LOS ANGELES. (H & S 1916) Flame pink.
(See Page 3)

IMPROVED LAFAYETTE. Scarlet. (See
Page 4)

GOLDEN DAWN. Orange and yellow.

FLUFFY RUFFLES. (H & S 1936). Rose
pink. (See Page 3)

J. OTTO THILOW. Dark rose. (See Page
5)

LOUISE CATHERINE BRESLAU. Copper.
(See Page 5)

DAINTY BESS. Salmon pink, single. (See
Page 5)



Pink Lafayette

Polyantha or Baby Roses

This popular and interesting type is admirable for border and bedding purposes and pot work. Being free and continuous bloomers and producing their flowers in immense trusses they make a wonderful showing, enhanced by bright, attractive foliage.

PINK LAFAYETTE. A pure rose-pink gem is this intriguing sport of Lafayette, with which it is identical in every particular other than color; flowers medium-sized, semi-double, open, slightly fragrant and good keepers. Abundant rich-green, glossy, disease-resistant foliage. Vigorous, compact, bushy growth and very hardy. Continuous, profuse bloomer.

GLORIA MUNDI. The most brilliant orange-scarlet imaginable. Never fades. Showy, well-formed double flowers produced with the greatest freedom.

PAUL CRAMBEL. Brilliant orange-scarlet.

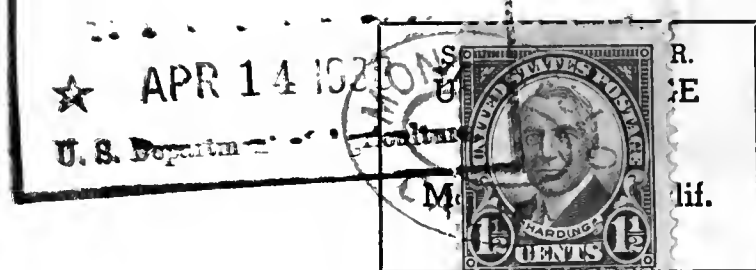
CHATILLON. One of the loveliest of the bright pink, ever-blooming Polyantha Roses, with semi-double blossoms borne in immense clusters. This variety is absolutely perpetual blooming, the plants being literally covered with flowers throughout the entire Rose season. As a variety for use in borders and outlining beds of Hybrid Teas it is unexcelled.

SALMON SPRAY. Rich salmon-pink with carmine reverse, both beautiful colors. Flowers semi-double, sweetly scented, and very freely produced. A splendid new variety.

ROTRAUT. Brilliant red.

Price of above Polyantha Roses each 50c, \$4.00 for 10.

20% discount on any order of 50 roses or more (your selection).



This is your copy of WHAT AND WHEN TO PLANT, Howard & Smith's Rose Bulletin, Winter, 1938.

The Planting and Care of Roses—Some Simple but Important Requisites for Success

Rose culture is an easy matter, with scarcely a chance of failure if a few simple requirements are complied with. No subject responds more generously to good treatment. Obviously the first essential is to obtain good, strong, low-budded, field-grown plants of select varieties, since a wrong beginning in this respect can be corrected only by starting anew, with loss of time, labor, money and enjoyment.

Care of plants upon arrival: As soon as you receive the plants remove the various materials in which they are packed for shipment, excepting, however, the damp sphagnum moss about the roots. This should be left on until the plants are ready for placing in their final growing quarters. If you live in a locality where the ground does not freeze, as for example certain portions of the Southern States or the lower latitudes of the Pacific Slope, the moss should be removed at once and the plants placed in the bed where they are to grow.

In the more northerly sections, where the ground is frozen and planting out impracticable, remove, as above all the packing except the moss around the roots and bury the plants to the tops in a cold frame. If a cold frame is not available, the dirt floor of an outbuilding, such as a shed or cool cellar, will answer. In any instance cover the plants completely with soil. Select a position where there is plenty of light, but not direct sunlight and no artificial heat whatever. As soon as Spring breaks and it is possible to work the soil, plant them out in the garden. If the plants are to be buried, as suggested in the preceding paragraphs, it is advisable to wrap them in a piece of ordinary window screen, to guard against the attacks of mice, etc.

Location of beds: Roses give the best results in fully exposed, sunny situations where free circulation of air is assured, and if possible, well removed from any buildings. It is inadvisable to plant them in even partial shade, as lack of sunlight induces leaf mildew in dull weather.

Soil: Much has been said regarding the soil best adapted to Roses, but our experience has been that they do well in almost any good, rich land with a strong preference for soils of a heavy nature.

Preparation for planting: Given that a suitable plot has been selected, we now come to the main essentials to success.

The soil should be trenched or spaded to a depth of not less than 18 inches, breaking all lumps, removing all stones, etc. This operation complete, spread over it three or four inches of rotted manure. Spade in, and when thoroughly incorporated, rake the bed to final grade.

Measure the distance apart plants are to be set, allowing two and one-half or three feet between them. At each designated point dig a hole 12 inches wide by 2 feet deep; place in the bottom 8 inches of well-rotted manure, preferably cow manure, if obtainable. Tread this firmly. On top of this put 6 inches of well prepared soil containing no manure whatever. Tread again to firm the layer of soil on manure. The remaining portion of the unfilled hole will now be ready to receive the plant.

If the Roses are in a dormant or bare-root condition, place them in the holes and carefully spread out the roots in as nearly natural position as possible, gradually filling in with fresh soil containing no manure. When the hole is completely filled, tread the soil around the plant as firmly as possible. Make a basin immediately surrounding the plant and water thoroughly.

Depth of planting: The accompanying illustration shows a fair sample of one of our strong 2-year-old budded Rose bushes. B denotes the point of insertion of the bud in the original wild stock. A, the depth that the plant should be set in the soil. C indicates the splendid root action to be noted in the class of Roses which we send out. The point A is about 3 inches above point B. Point A is the proper height the soil should reach when the plant is finally set.

Watering: With the exception of an occasional syringing to clean the foliage of dust, Roses should have little or no water overhead. Irrigation either by means of shallow trenches running along the rows or by an individual basin around each plant are the best methods. This puts the water where it belongs . . . at the roots.

In sections where there is small rainfall the plants should be kept moist during their entire growing season. After each watering a liberal but shallow cultivation of the soil will prove highly beneficial and will tend to retain the moisture in the ground.

It is almost impossible to make any hard-and fast rule in regard to the frequency of watering, as at times the heat and consequent evaporation is greater than at others. The principal thing to take note of is to see that the soil is continually moist during the flowering or growing period. A mulch of well-rotted manure, 2 or 3 inches deep over the entire surface of the bed, will help check evaporation, saving water.

Pruning: The principal pruning should be done either just after the plants have finished Summer growth—say in the months of November or December, or in very cold sections just before the sap begins to rise in the Spring.

It is difficult to give the exact method of pruning, but it might be summed up as follows:

Remove all small twiggy growth, pruning back to strong, well-ripened canes which are well furnished with healthy, big dormant eyes. As a general thing, the entire top of the plant should be removed. The engraving shows a properly pruned Hybrid-Tea, a 2-year-old plant. As the plant ages it naturally will support more canes and should be pruned accordingly. Very drastic pruning is advised for exhibition blooms only.

Insects and Diseases: Roses are affected with various diseases, pests, etc., but we will only treat of two which give the most trouble. These are aphids, or green fly, and mildew.

For the first use a strong solution of tobacco water, administered on a quiet evening with a spray pump.

For the second, take two ounces of slaked lime, mix with one pound sulphur, place in pot, add two gallons of water; boil for three or four minutes. The sulphur, insoluble in water alone, is dissolved through the action of the lime, forming a sulphurous solution. When cold, dilute this one part to five parts water and spray affected plants thoroughly.

Winter Care: In sections where freezing conditions are severe, Roses of all classes can be safely wintered in the open ground by hilling up around the plants with soil as far as possible and placing on top of this a heavy mulching of dry leaves, straw or other similar litter. Remove same as soon as danger of frost is over. With these details taken care of even the tenderest Tea Rose can be wintered in the harshest Eastern climate. The hilling up of the plants or the covering with litter is quite unnecessary where heavy freezing conditions do not prevail.

